

Research tender:

2020 IWA Media Audit

1. About the Institute of Welsh Affairs

We are the Institute of Welsh Affairs; Wales' leading think tank. We challenge, inspire and drive change, and make Wales a better place to live and work for everyone. We are independent of government and political parties. We bring together experience and expertise from all backgrounds to collaborate on the most important issues facing Wales. We come up with ambitious but practical and informed ideas to improve Wales' democracy, public services and economy. Our vision is to create a Wales where everyone can thrive.

2. Overview

The IWA 2008 and [2015](#) Media Audits are the most significant reference documents for the media ecosystem in Wales. We would like to undertake a 2020 IWA Media Audit to investigate the current state of the media in Wales, measure progress from the 2015 audit and consider the likely impact of further change. As part of this work, we are seeking to appoint a researcher for six months to deliver the 2020 IWA Media Audit.

The 2020 IWA Media Audit has been generously supported by the University of South Wales.

3. Context

The media can play a central role in addressing the democratic deficit in Wales. The ability of the traditional Welsh media to report on Wales, and represent Wales to itself and to the rest of the UK, has declined over the life course of devolution: reduced PSB budgets, declining print circulation and job cuts are amongst the reasons. However, new forms of media including social media and community journalism are creating new spaces for debate and scrutiny. In short, the media landscape in Wales is shifting rapidly and we do not have a clear, shared understanding from which to derive potential solutions and positive policy actions.

a) Previous IWA Media Audits

First published in 2008, and then updated in 2015, the Media Audit is highly-regarded as an independent and rigorous piece of research which has had a substantial impact. It has been quoted extensively by the National Assembly for Wales, the BBC, including the Radio 4 Media programme, the House of Lords, in numerous academic journal articles and has been extensively used as a resource for policy development. Several recommendations made in the Wales Media Audit (2015) have been adopted by the National Assembly for Wales and the BBC as evidenced in 'The Big Picture: The Committee's Initial Views on Broadcasting in Wales' (February 2017, National Assembly of Wales). This included the recommendation in the 2015 Media Audit to increase investment in the BBC's services in Wales by £30million. It also led to the establishment in 2016 of the Culture, Welsh Language and Communications Committee of the National Assembly which means that, for the first time, there is a proper public forum for scrutiny of policy in these areas.

The 2015 IWA Media Audit was overseen by the then IWA Media Policy Group. A 2020 IWA Media Audit Advisory Group will be established which will include members of the previous policy group, as well as new viewpoints, to support the researcher to deliver the project.

4. Project outline

This project will deliver 2020 IWA Media Audit will provide a robust evidence base and rigorous analysis from which to develop practical solutions.

The intended outcomes of this project are:

1. Independent rigorous evidence is available to all in the public domain
2. Ascertain key policy issues arising from the audit and lay the foundation for the next phase of work in the run up to Assembly elections in 2021
3. Deliver a collaborative piece of research that has the potential to impact on public debate regarding changing media environment in Wales and its role in supporting an informed society that is inclusive of all citizens

The objectives of this project are:

1. Review the 2015 Media Audit and identify those headline areas for updating, new areas to be included and the rationale for both

2. Review the recommendations in the 2015 Media Audit and identify any progress made since
3. Produce a new Terms of Reference for developing the document, collaboratively with the IWA Media Audit Advisory Group
4. Undertake significant desk research, including secondary data collection
5. Identify, conduct, record and transcribe interviews with key stakeholders
6. Collate information and update the report, ensuring editorial accuracy and alignment with IWA house style
7. Work with the IWA Media Audit Advisory Group to form detailed recommendations based on the results of the audit
8. Work with IWA Media Audit Advisory Group and the IWA team to produce headline and detailed content for media briefings on results and inform the planning for the 2020 IWA Cardiff Media Summit

5. Resource and Structure

Amount for researcher/consultant: **up to £9k** to deliver the IWA 2020 Media Audit within a period of six months.

The researcher/consultant will initially work with the IWA Media Audit Advisory Group to finalise the research scope.

The IWA will then work with the researcher/consultant to finalise the report ready for launch. The researcher/consultant will be expected to attend the IWA Cardiff Media Summit in summer 2020 after the project's completion.

6. Researcher specification

- Excellent independent research skills with knowledge of the media in Wales
- Ability to write clear, engaging copy for a wide audience
- Aptitude for collaborative working as part of an expert team

This is likely to be an ideal opportunity for a doctoral student or recent post-doc, or independent consultant with experience of the media in Wales.

The researcher/consultant will be hosted by the IWA and will receive a full induction by previous researchers, a small dedicated IWA Media Audit Advisory Group and the IWA staff team. Professor Ruth McElroy (Head of Creative Industries Research, University of South Wales) will also provide support.

7. Timescales

We aim to produce IWA 2020 Media Audit by the end of March 2020 ready for our next IWA Cardiff Media Summit in summer 2020.

The deadline for applying for this opportunity is **5pm Friday 12 September 2019**.

Interviews will be held on **19 September 2019**.

7. How to apply

To apply for this role please send a CV, two examples of public facing written work, and a covering letter setting out how you would approach delivering this research to iwa@iwa.org.uk by **5pm Friday 12 September 2019**.

To discuss this opportunity, please contact us at iwa@iwa.org.uk and a member of the team will be pleased to speak with you.